

Message Text

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PAGE 01 RABAT 03295 160928Z

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ACTION NEA-09

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /017 W

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R 160723Z JUL 74

FM AMEMBASSY RABAT

TO SECSTATE WASHDC 2556

INFO USDOC WASHDC

AMCONSUL CASABLANCA BY POUCH

AMCONSUL TANGIER BY POUCH

UNCLAS RABAT 3295

FOR MONTVILLE, NEA/AFN

E.O. 11652: N/A

TAGS: BEXP MO

SUBJECT: PRIVATE MOROCCAN INTEREST IN JOINT VENTURE WITH CAMPBELL
SOUP

1. PLEASE INFORM ERIC JOHNSON, CAMPBELL SOUP COMPANY, THAT
MOROCCAN PRIVATE GROUP INTERESTED IN POSSIBILITY JOINT VENTURE
IN TOMATO PASTE PRODUCTION.

2. MOHAMED CHRAIBI, WEALTHY MOROCCAN BUSINESSMAN WITH EXCELLENT
AGRIBUSINESS BACKGROUND, PLANS TO PRODUCE NEXT YEAR 40,000 TONS
TOMATOES IN AGADIR AND DOUKALA AREA--25,000 ON OWN LAND AND 15,000
UNDER CONTRACT, BUT WITH CLOSE PERSONAL SUPERVISION. CHRAIBI
WORKING WITH SAME SEEDS AS LUKUS AND LIMITED TECHNICAL GUIDANCE
FROM LUKUS TECHNICIANS (LAST YEAR'S TEST PRODUCTION 5,000 TONS
GAVE EXCELLENT RESULTS). HE RECENTLY ORDERED EQUIPMENT FOR
COMPLETE TOMATO PASTE MANUFACTUREING PLANT FROM ITALY. EXPECTS
DELIVERY EARLY FEBRUARY 75.

3. CHRAIBI AND ASSOCIATES INTERESTED IN CLOSE COOPERATION WITH
CAMPBELL THROUGH JOINT VENTURE-TYPE ARRANGEMENT TO INSURE
PROPER START AND STANDARD QUALITY OF NEXT YEAR'S PROGRAM
OUTLINED ABOVE, AS WELL AS FUTURE EXPANSION OF PRODUCTION
TO 80,000 TONS.

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PAGE 02 RABAT 03295 160928Z

4. GIVEN CAMPBELL'S INTEREST IN MOROCCO, GROUP WISHES DISCUSS
PROJECT FIRST WITH JOHNSON OR OTHER COMPANY REPS. IF CAMPBELL

NOT INTERESTED, SUGGEST STATE OR COMMERCE INFORM OTHER MAJOR
U.S. FIRMS THIS SECTOR. AS PROJECT WELL ADVANCED, FINAL
AGREEMENT WITH MOROCCANS WOULD HAVE TO BE REACHED WITHIN
NEXT FEW MONTHS.

5. CHRAIBI CAN BE REACHED DIRECTLY AT 110 RUE DES OUDAYAS,
CASABLANCA. EMBASSY WOULD HOWEVER BE HAPPY ACT AS INTERMEDIARY, AT
LEAST IN INITIAL STAGES OF DISCUSSION.

6. PLEASE ADVISE US OF RESPONSE SOONEST. NEUMANN

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